

# **CHAPTER I**

## **INTRODUCTION**

### **A. Background of The Study**

Communication is a part of human needs that should be fulfilled to interact among. People. They do not know about anything in their environments without communication. According to Buck (2002) there are two types of communication, they are verbal and nonverbal. Verbal communication is the way of communication that is delivered through words. Nonverbal communication is the way of communication that is delivered through body movements, gesture, eye contact, facial expression or general appearance. Both of them can be used to express people's feelings through utterances which can be listened and read by other people. In daily life, people do not only speaking, but also ask someone to do something for him or her. Sometimes, people use utterances with the implicit meanings. Therefore, people should be able to interpret the meaning of utterances which is uttered by interlocutors, so that the expected meaning can be achieved. The study of speaker meaning is called pragmatic (Yule, 2006: 3).

Pragmatic is one of Linguistic branch which is focused on the study of meaning in context of speaker's utterance. It is concerned with the study of meaning as communicated by speaker and interpreted by listener. Yule (2006: 4) states that the benefits of studying language through Pragmatic are people can intend their intention, their meaning, their assumption, their goals or their purposes and the actions that are performed when they speak. Based on the statement above, it can be understood that pragmatic is used to study about speaker meaning. Theory of pragmatic is divided into some parts; include presuppositions, deixis, implicature, and speech act.

Speech act is generally an actions performed via utterances (Yule, 1996: 47). Based on Yule definition, speech act is an action of the speaker

when he or she says something through language. Austin (1962) also defines speech act as an action which is performed by saying something. People make a lot of utterances in their daily life. The form of utterance can be in word, clause, phrase, and sentence. Austin (1969) has distinguished speech act into three levels such as locutionary act, illocutionary act, and perlocutionary act. Whereas Searle (1969) gives five classifications of an illocutionary act, those are declarative, commissive, assertive, directive, and expressive.

One of speech acts classified by Searle is expressive utterance. Expressive is kind of speech act which express the psychological state of the speaker, Yule (1996: 53). Expressive utterance has a purpose to show feeling of speaker about the situation. This utterance has some functions such as to express pleasure, pain, dislike, sorrow, joy, compliment, or likes to others. For instance “that’s a good cloth”. It means praising or compliment which uttered by the speaker to someone or hearer. Compliment expression is a part of expressive utterance.

It is a positive speech act that can make a better relationship among people, because it expresses friendship. Someone who get a compliment would be happy and like to accept it. According to Holmes (1988) compliment is a part of speech act which explicitly or implicitly attributes credit to someone or hearer, usually the hearer addressed for some “good” (characteristics, profession, skills, etc). Compliment expression can be found in media social, daily life, movie, novel, or drama. Compliment expression currently could be found in social media so easily although there are some hate comments also appear in it. The compliment in social media is usually appear in the comment. The researcher finds some compliment from Netizen on the American’s got talent Youtube channel.

Nowadays, social media is a trend among people in around the world. Since it allows them to post and share many things they want. Social media could be a positive tools for people around the world, it is about how people use it positively. They might use it for some businesses or just for

having fun. Many informations come out from social media. Youtube is one of social media which very popular currently. Many channels spread out in youtube which takes so much intention for people around the world. People could easily watch the various videos on its channel, they also could give their respect or their opinion about the videos they watch on the comment column.

The writer chooses America's Got Talent youtube comments as the data because the contestan of American's got talent show their talents amazingly. Many of them get so much love and compliments from the social media users on the American's got talent youtube channel. Since the technology gets so much improvement, the compliment could be in the form of words in the comment column section of youtube, especially in American's got talent youtube channel. This example is taken from the comment column of American's got talent youtube channel "*Golden Buzzer: Tyler Butler-Figueroa Earns Simon Cowell's Support – American's Got Talent 2019*". Tyler is one of the contestant of American's got talent. He played the violin very well until all of the audiences and judicators give him a stand up applause. Before he started to play the violin, he answered the question from Julianne Hough about when did he start to play the violin. Tyler answered it by saying "I started playing violin when I was seven and a half". Julianne asked him a question again about what made him get into playing violin. Tyler said "I wanted start playing the violin because I was being bullied at school". He was being bullied because he has a cancer and he almost died. This is the reason why Tyler wants to play violin. He also said that he didn't want to be the kid with cancer. So now, he is the kid who plays violin. His first audition not only makes the judicators and the audience amazed but also the netizen from around the world. He gets so much love and compliments from the netizen in the comment column. One of the social media user with the youtube account NY ASIAN gives a comment "This kid is stronger than all of his bullies combined". This utterance is a compliment of specific-act ability that shows Tyler's specific ability and the function of NY ASIAN comment is to express the admiration

of Tyler's personality that he could survive from the bullies and the cancer disease.

Many researchers have been conducted their research on compliment expressions and its responses in everyday speech in different country (Yousefvand, 2010; Arevalo, 2012; Zayed, 2014; Han, 2009; Yousefvand, 2010; among others). Other researcher also conduct their research on compliments and compliment responses in film (Asri, 2007; Parli, 2010; Kuncoro, 2011; among others). Other studied discuss compliments in social media (Sahawneh, 2010; Aniiqah and Hoon, 2012) and compliment and compliment responses in novel (Astuti, 2017). Although there were many researcher analyzed compliment in daily life, film, novel, or social media, but there is no the researcher analyze compliment expression on social media user's comment in America's Got Talent youtube channel.

This research uses the social media users comment from "American's got talent" youtube channel. The researcher intends to identify the topics and describe the functions of compliment expressions on social media user's comment in American's got talent youtube channel. So the researcher conducts a research with the title **COMPLIMENT EXPRESSIONS USED BY SOCIAL MEDIA USERS ON AMERICA'S GOT TALENT YOUTUBE CHANNEL.**

## **B. Limitation of The Study**

In this research, the researcher focuses on the topics and functions of compliment expressions in the commen coloumn of "America's Got Talent" youtube channel. The researcher also takes the video to be discussed with the title Kodi Lee's Emotional Golden Buzzer Moment on AGT – Americas's Got Talent 2020. The data is analyzed using topics of compliment by Wolfson (1983), functions of compliment by Wolfson (1983).

### **C. Problem Statements**

Based on the phenomenon above, the researcher proposes the problem statement below:

1. What are the topics of compliment used by social media users delivered to Kodi Lee on America's Got Talent youtube channel?
2. What are the functions of compliment used by social media users delivered to Kodi Lee on America's Got Talent youtube channel?

### **D. Objective of Study**

Based on the problem statements, the goal of this research are:

1. To clarify the topics of compliment used by social media users on "America's Got Talent" youtube channel.
2. To describe the functions of compliment used by social media users on "America's Got Talent" youtube channel.

### **E. Benefits of The Study**

#### **1. Theoretical Benefit**

This research can enrich the speech act theory especially in compliment expressions. It can also give contribution in society about compliments expression that often be used in the social media.

#### **2. Practical Benefit**

##### **a. Other Researcher**

The researcher hopes that this research can give contributions to other researcher in understanding the speech act of compliment expression and gives reference for conducting other research.

##### **b. The Reader**

The researcher expects that the result of the study can give more information about expressive speech act especially on compliment expression.

c. The Teacher

The researcher hopes the result of this study can be able to enrich the material in expressive speech act especially in compliment expressions.